

<i>SERFF Tracking Number:</i>	<i>UHLC-127385721</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>49649</i>
<i>Company Tracking Number:</i>	<i>SA25025ST (8-11)</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/SA25025ST (8-11)</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127385721 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 49649

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: SA25025ST (8-11) State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 08/26/2011

Disposition Date: 09/15/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: SA25025ST (8-11)

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 09/15/2011

State Status Changed: 09/15/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number:

Filing Description:

Submitted for your review, is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is substantially similar in content to advertising previously approved by the Department on 8/4/11 under SERFF Tracking Number UHLC-127309333.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Michelle Ambach

The enclosed materials will be utilized with the following which were approved by the Department on 11/5/09 under St. Tr # 43459

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 Company Tracking Number: SA25025ST (8-11)
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 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/SA25025ST (8-11)

Standardized Medicare Supplement Certificates: MDA 0001 – MDN 0007 (Mass Marketed)
 Standardized Medicare Supplement Certificates: MAA 0010 – MAN 0016 (Agent Sales only)
 Standardized Medicare Select Certificate: MDSC 0008, MDSF 0009 (Mass Marketed)
 Standardized Medicare Select Certificate: MASC 0017, MASF 0018 (Agent Sales only)
 Plan Benefit Tables: BT25 – BT33
 BT002 ST AB, CF, KLN
 BT002 ST CCSelect,
 BT002 ST FFSelect
 Plan Overviews: POV3, POV4
 Rules & Disclosures: RD4, RD5
 Premium Rate Pages: MRP0001 (Med Supp), MRP0002 (Med Select) - - (All Non-Agent Marketing Channels)
 MRP0003 (Med Supp), MRP0004 (Med Select) - - (All Marketing Channels)
 Medicare Select Plan of Operation: PO3

Enrollment Applications: M75146IMMMAR01 01B, M92942MNMAR01 01B ,M94140MNMAR01 01B ,S75646IMMAR01 01B,S93042MNMAR01 01B, S94340MNMAR01 01B-approved on 11/13/09 under St Tr# 43696

MIPPA enrollment apps: M02M45MMMMAR01 01B, S02N45MMMMAR01 01B -approved 3/22/10 under St. Tr# 44910

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare program," can be found in BA25014AR which was approved by your Department on 11/3/09 under State Tracking Number 43646.

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
185 Asylum Street	Group Code: 707	Company Type: Life and Health
Hartford, CT 06103	Group Name:	State ID Number:
(860) 702-5000 ext. [Phone]	FEIN Number: 36-2739571	

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$50.00 + 1=\$50.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$50.00	08/26/2011	51006925

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/15/2011	09/15/2011

SERFF Tracking Number: UHLC-127385721 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 49649
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Disposition

Disposition Date: 09/15/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	STUFFER	Filed-Closed	Yes

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Form Schedule

Lead Form Number: SA25025ST (8-11)

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 09/15/2011	SA25025S T (8-11)	Advertising	STUFFER	Initial		45.000	SA25025ST (8-11).pdf

Your Exclusive Member Services.

Get answers. Save money. Live healthy.



SILVERSNEAKERS® FITNESS PROGRAM provided by Healthways

Live healthier with free access to fitness centers and classes.

Get access to thousands of participating fitness centers, with amenities like exercise equipment and fitness classes included in their basic membership.

Take signature classes from certified instructors, specifically designed for older adults. Additional options (YogaStretch, SilverSplash®, CardioFit, and Weight Circuit) may be available at select health

centers as your fitness levels progress. Designated Senior AdvisorsSM will also help you all along the way.

SilverSneakers® Steps is also available to members living 15+ miles from a participating fitness center. This self-directed physical activity program provides the equipment and motivation for you to manage your activities and achieve a healthier lifestyle.

Visit www.silversneakers.com to find a health center location near you.



AARP® VISION DISCOUNTS provided by EyeMed Vision Care

Save on every eyewear purchase and on routine eye exams.

Save 30% on eyewear, including bifocals, lenses, and frames.* Contact lens wearers save 10% on disposables and 20% on all other contact lenses. Plus, receive a 90-day guarantee on every eyewear purchase.

Pay only \$40 for routine eye exams

including an Eye Health Exam Report that details your results, and receive \$10 off contact lens exams.

Simply show your AARP® Medicare Supplement card when you visit any participating LensCrafters®, Pearle Vision®, Sears Optical®, Target Optical®, and JCPenney Optical® location, or one of many private practice locations.**



NURSE HEALTHLINE

Get your health issues assessed, then get the help you need to make the right choices.

Speak directly with registered nurses, toll-free, 24 hours a day.

Make informed decisions on how to get proper care. Nurses will review your symptoms and recommended

treatment options, and refer you to providers that meet high standards of quality and efficiency.

Start healthy lifestyle changes with personal coaching and guidance.

Spanish is available, as well as translation assistance in 140+ languages.

These are additional insured member services apart from the AARP Medicare Supplement Insurance Plan benefits, are not insurance programs, may be subject to geographic availability and may be discontinued at any time.

*30% discount only available when a complete pair of glasses (frames, lenses, and lens options) is purchased in the same transaction. Items purchased separately will be discounted at 15% off the retail price.

**Eye exams available by Independent Doctors of Optometry at or next to LensCrafters, Pearle Vision, Sears Optical and Target Optical in most states. Doctors in some states are employed by the location. In California, optometrists are not employed by LensCrafters, Sears Optical and Target Optical, which do not provide eye exams. For LensCrafters, eye exams are available from optometrists employed by EYEXAM of California, a licensed vision health care service plan. For Sears Optical and Target Optical, eye exams are available from self-employed doctors who lease space inside the store. Eye exam discount applies only to comprehensive eye exams and does not include contact lens exams or fitting. Contact lens purchase requires valid contact lens prescription. At LensCrafters locations, contact lenses are available by participating Independent Doctors of Optometry or at LensCrafters locations.

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

Questions? Speak to a licensed insurance agent. Call **1-800-523-5800 (TTY 711)**, Monday to Friday, 7 a.m. to 11 p.m. and Saturday, 9 a.m. to 5 p.m., ET, or visit www.aarphealthcare.com.



Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

The SilverSneakers program is made available as a value added service to AARP members insured by UnitedHealthcare. Neither AARP nor UnitedHealthcare endorse or are responsible for the services or information provided by this program. Consult a health care professional before beginning any exercise program. **EyeMed Vision Care (EyeMed) is the network administrator of AARP Vision Discounts.** These discounts cannot be combined with any other discounts, promotions, coupons, or vision care plans. Products or services that are reimbursable by federal programs including Medicare and Medicaid are not available on a discounted or complimentary basis. EyeMed pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Cannot be combined with any other offer, previous purchases, or vision and insurance plans. Some restrictions apply. Some brands excluded. See store for details. Void where prohibited. Valid at participating locations. The Sears trademark is registered and used under license from Sears Brands LLC. Target Optical® is a registered mark of Target Brands, Inc. used under license. **OptumHealth is the provider of Nurse HealthLine.** OptumHealth nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. All decisions about medications, vision care, and health and wellness care are between you and your health care provider.

AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

AARP Medicare Supplement Insurance Plans are insured by UnitedHealthcare Insurance Company, Horsham, PA. Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the federal Medicare program.

This is a solicitation of insurance. An agent may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.

See the enclosed brochure for complete information including benefits, costs, eligibility requirements, exclusions and limitations.